

Inside Dentistry  
January 2008



*Keating*  
Dental Arts  
*Creating smiles everyday*

### *Affordable Quality*

With our state-of-the-art equipment and a devotion to learning the latest techniques, Keating Dental Arts can guarantee exceptional quality with our restorations. And, we never outsource. We feel that this allows us the greatest control over the cases you send us, letting us produce the highest, most dependable quality restorations available.

PFM.....	\$95. <sup>00</sup>
Procera® .....	\$129. <sup>00</sup>
Empress® Esthetic .....	\$135. <sup>00</sup>
KDA Foil Veneer .....	\$149. <sup>00</sup>
KDZ CAD/CAM Zirconia .....	\$195. <sup>00</sup>

Visit [keatingdentalarts.com](http://keatingdentalarts.com) or call 1.800.433.9833  
to request more information on our full line of products.  
All prices are flat rate. Shipping not included.



**Win a Brand New iPhone**

by visiting our booth at Yankee Dental Congress  
booth #2134, January 31 to February 2, 2008

1.800.433.9833 | [keatingdentalarts.com](http://keatingdentalarts.com)



KDA-004207

EXHIBIT E

-11-



## Are your restorations being fabricated outside of the United States?

### Eliminate the risk

The vast majority of states do not require dental labs to disclose their outsourcing activities to you. With the numerous media reports about lead found in dental work produced in China, patients will be concerned about any dental restoration fabricated outside of our borders. If you haven't read or seen the initial investigative report, visit our website.

### Made in the U.S.A.

We are a full-service laboratory located in Irvine, California. All Keating Dental Arts restorations have been fabricated in the United States from day one and always will be. We will play no part in compromising our customer's reputation or ours. We are committed to keeping our American workers busy crafting high quality, award winning dental restorations.

### Special Offer for ADA Members

Be sure to check your email from the American Dental Association sent to you the first week of the month. Visit the Vendor Showcase, select our logo and you will find a very valuable coupon to use on your next case with us.

KDA-Temps .....	\$35
PFM .....	\$95
Procera® Zirconia .....	\$129
IPS Empress® Esthetic .....	\$135
Captek™ .....	\$139
Gold .....	\$144
KDA Foil Veneer .....	\$149
KDZ CAD/CAM Zirconia .....	\$195
KDA Denture .....	\$249
Cast Partial Complete .....	\$291

All prices flat-rate. Shipping not included.  
Most restorations fabricated in just 5 business days.



*All restorations proudly fabricated  
at Keating Dental Arts.*



Focused on being the best... not the biggest.

**Keating**  
Dental Arts

*Crafting with precision*

1.800.433.9833 | keatingdentalarts.com

KDA-004208

EXHIBIT E

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Inside Dentistry  
March 2008

## Featured Speakers



Dr. David Hornbrook  
The Hornbrook Group



Bill Dorfman  
Bill Dorfman, DMD



Dr. Paul Homoly  
Homoly Communications  
Houston, Texas



Dr. Howard Farkas  
Farkas of California  
Modesto, California

## Keating Dental Arts Proudly Sponsors 2008 Townie Meeting Keynote Speaker, Daniel "Rudy" Ruettiger.

Rudy, a good friend and client of ours, travels the country offering inspiration and encouraging words. Stop by booth #301 to meet Rudy after his presentation. We look forward to seeing you April 17th-19th at the Rio All-Suite Hotel & Casino in Las Vegas, Nevada.



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All prices are flat rate. Shipping not included.



All restorations  
proudly fabricated at  
Keating Dental Arts.



## Win a Free iPhone

by visiting our booth at the Houston Dental Meeting  
booth #2505, March 13 to March 15, 2008

1.800.433.9833 | [keatingdentalarts.com](http://keatingdentalarts.com)

KDA-004209

EXHIBIT E

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Inside Dentistry  
April 2008

OFFSHORE RESTORATIONS  
MAY ADVERSELY AFFECT  
YOUR DENTAL PRACTICE.

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PFM.....	\$95
Procera® Zirconia .....	\$129
IPS Empress® Esthetic.....	\$135
Captek™ .....	\$139
Gold .....	\$144
KDA Foil Veneer.....	\$149
KDZ CAD/CAM Zirconia .....	\$195
KDA Denture .....	\$249
Cast Partial Complete .....	\$291

All prices flat-rate. Shipping not included.  
Most restorations fabricated in just 5 business days.



All restorations proudly fabricated  
at Keating Dental Arts.



Product courtesy of Apple Inc.

Win a Free iPhone®

by visiting booth #401 at the Townie Meeting  
in Las Vegas, April 17 to April 19, 2008.



Focused on being the best... not the biggest.

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Dental Arts

Established 1964 • Irvine, CA

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KDA-004210

EXHIBIT E



Inside Dentistry  
July/August 2008

# Experience the Keating Difference



- Full Service Lab
- Premier Quality
- CAD/CAM Technology

CERTIFIED  
DENTAL  
LABORATORY



Cerec inLab® by Sirona



KDA-Temps .....	\$39	IPS Empress® Esthetic .....	\$145
PFM High Noble .....	\$135	KDA Foil Veneer .....	\$159
Procera® .....	\$139	KDZ CAD/CAM Zirconia ..	\$195
Captek™ .....	\$139	KDA Dentures .....	\$274
IPS e.max® .....	\$139	Cast Partial Complete .....	\$310

All prices flat-rate, Shipping not included. Most restorations fabricated in just 5 business days.



All restorations proudly fabricated  
at Keating Dental Arts, Irvine, CA.

Focused on being the best... not the biggest.



**Keating**  
Dental Arts

*Creating smiles everyday.*

1.800.433.9833 | keatingdentalarts.com



Win a Free iPhone®

Visit us at booth #503 at the CDA Convention  
in San Francisco, September 12-14, 2008.

iPhone is a registered trademark of Apple Inc.

KDA-004211

EXHIBIT E

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IMPRESSIONS  
Nov/Dec 2008

# Experience the Keating Difference

- **Full Service Lab**
- **Premier Quality**
- **CAD/CAM Technology**

SAVE  
50%

See below







*All restorations proudly fabricated  
at Keating Dental Arts, Irvine, CA.*

KDA-Temps .....	\$39	IPS Empress® Esthetic .....	\$145
PFM High Noble .....	\$135	KDA Foil Veneer.....	\$159
Procera® .....	\$139	KDZ CAD/CAM Zirconia ..	\$159
Captek™ .....	\$139	KDA Dentures .....	\$274
IPS e.max® .....	\$139	Cast Partial Complete.....	\$310

All prices flat-rate. Shipping not included. Most restorations fabricated in just 5 business days.



## New Doctor Discount

50% discount on up to 3 units of your choice on your first case.\* To receive this exclusive offer, you must call and request your "OCDS Dr. Kit", which includes your 50% discount coupon. We invite you to experience our award-winning restorations and outstanding customer service.  
\*Call for details.



Focused on being the best... not the biggest.

Keating

Dental Arts

Creating smiles every day

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KDA-004212

**EXHIBIT E**

Inside Dentistry  
Nov/Dec 2008

## Experience the Keating Difference

# KDZ Zirconia™

**Price Reduction!**

**Flat Rate**

~~**\$195 Unit**~~

**\$159 Unit**

**KDZ Zirconia™  
Crowns & Bridges**

Up to 14 Unit Bridges

*The Esthetic Alternative  
to High Noble PFM's*

### KDZ Advantages & Indications

- No Gingival Graying or Black Lines
- Conventionally Cemented
- Single Unit or Multi-Unit Bridges
- Use Anywhere in the Mouth
- Biocompatible
- Extremely Strong
- More Esthetic than High Noble PFM's

NADL  
National Association of  
Dental Laboratories

CERTIFIED  
DENTAL  
LABORATORY



**Win a Free iPhone®**  
Visit us at the Greater  
New York Dental Meeting  
Booth #1628



CAD/CAM + Artistry = Perfection!

### Other Lab Services

KDA-Temps.....	\$39	IPS Empress® Esthetic.....	\$145
PFM High Noble.....	\$135	KDA Foil Veneer.....	\$159
Procera®.....	\$139	KDZ CAD/CAM Zirconia ..	\$159
Captek™.....	\$139	KDA Dentures .....	\$274
IPS e.max®.....	\$139	Cast Partials Complete.....	\$310

All prices flat-rate. Shipping not included. Most restorations fabricated in just 5 business days.



All restorations proudly  
fabricated at Keating  
Dental Arts, Irvine CA



**Keating**  
Dental Arts  
*Creating smiles everyday.*

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KDA-004213

EXHIBIT E

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LMT & DLP  
August 2008 - Feb 2009

## Experience the Keating Difference

**Flat Rate**  
**\$55 Unit**  
**KDZ Zirconia™**  
**Copings**  
**& Bridges**  
Up to 14 Unit bridges  
(Free 2nd Day  
Return Shipping)  
**New Customer**  
**Special!**  
**Send in 6 Units**  
**Get 1 Free\***

\* Discount may be used only once. After five paid units the sixth unit is free. Offer cannot be combined with other discounts.

### 3 Day In-Lab Working Time

Note: Working Days are M-F  
for Cases Received By Noon

NBC  
National Board for Certification in  
Dental Laboratory Technology

CERTIFIED  
DENTAL  
LABORATORY



DLOAC

NADL  
National Association of  
Dental Laboratories



All restorations proudly fabricated  
at Keating Dental Arts, Irvine CA



### Our Copings + Your Artistry = Perfection!

"Our services, previously available only to our dentist customers, are now available to you. Feel free to call me personally about bringing your dental lab to the next level."  
- Shaun Keating, CDT



**Keating**  
Dental Arts

**CAD/CAM Division**

keatingdentalarts.com

**Call Now! 800-433-9833**

KDA-004214

EXHIBIT E

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"Our services, previously available only to our dentist customers, are now available to you. Feel free to call me personally about bringing your dental lab to the next level."  
- Shaun Keating, CDT

**Flat Rate**  
**\$55 Unit**  
**KDZ Zirconia™**  
**Copings**  
**& Bridges**  
Up to 14 Unit Bridges  
(Free 2nd Day Return Shipping)  
**New**  
**Customer Special!**  
**Send in 6 Units**  
**Get 1 Free\***

\* Discount may be used only once. After five paid units the sixth unit is free. Offer cannot be combined with other discounts.

**3 Day In-Lab Working Time**

Note: Working Days are M-F for Cases  
Received By Noon



All procedures  
performed at  
Keating Dental Arts  
Inc. in CA



**Keating**  
Dental Arts  
CAD/CAM Division

**Call Now!**  
**800-433-9833**  
keatingdentalarts.com

KDA-004215

**EXHIBIT E**